

Cohen's Strong Arm on the Silk Market Will Be Shown Monday.

Every possible new silk weave; every quality, style and color. Many of the prices have not been matched in years.

\$2 BLACK CREPE DE CHINESE. Superior quality, lustrous black, full double width, heavy and durable.
\$1 CREPE DE CHINESE. An excellent assortment of this season's popular colors, including black, white and cream.
\$1.10 PLAID TAFFETAS AND LOUISINES. These are fine imported styles, in a variety of choice color combinations.
\$5 BLACK TAFFETA. Guaranteed pure silk, bright and durable.
\$6 YARD-WIDE BLACK TAFFETA. Excellent quality, from one of the best makers, guaranteed pure dye.
\$1.10 YARD-WIDE BLACK PEAU DE SOIE. This is an excellent silk for serviceable dresses and waists, bright and durable.
\$1.25 YARD-WIDE BLACK TAFFETA. Extra heavy, best quality, lustrous finish like silver, suited for making coats and skirts.
\$1.50 BLACK MOIRE VELOUR. A fashionable new fall silk for full costumes, bright and lustrous.
\$5 BLACK PEAU DE LUXOR. 27 inches wide, heavy enough for coats, guaranteed every thread pure silk.
\$5c PEAU DE-CYGNES. Best shades of solid colored silks, a popular silk for this season's costumes.
\$2c WHITE WASH INDIA. 18c-20 inches wide, soft and lustrous, makes beautiful evening dresses.
\$5c YARD-WIDE CHINA SILK. Exquisite light shades for evening wear, has a beautiful silvery sheen.
\$5 FANCY SILKS. A collection of fancy taffetas, in lots of choice color combinations, including checks and stripes.
\$1.10 YARD-WIDE TAFFETA. The real Swiss kind, soft and clingy.

Linens Direct From the Linen Centres.

These new shipments are the pride of our European buyer. The prices will speak for themselves. The opening price is less than their usual wholesale cost.

816 dozen Linen Huck and Damask Towels, over a dozen styles, hemstitched and fringed; some with open work, others plain, all white or fancy colored borders. There are 50c values in the lot, none under 35c values; you can pick any for 25c each.

Hemstitched and Open-work Linen Tray Cloths and Centers Pieces in plain linen and damask, 19c each.

Hemstitched Linen Bureau and Washstand Scarfs, plain linen with open spaced stitch, 25c each.

Hemstitched Bureau Scarfs and Pillow Shams to match, with elaborate Mexican drawn open-work border, 35c each.

Hemstitched Plate Mats, 5c and 8c each.

Upwards of 200 pieces of Table Damask; our own importation, at

new prices; the range of values is from 45c to \$2.50; the prices will be 29c to \$1.75 a yard.

Among the above are 30 pieces of 75c Damask, Pure Linen Irish or German, 66 to 72 inches wide; choice, 50c a yard.

Full Bleached Linen Dinner Napkins, 48c a dozen.

Full 5-8 or 2-4 Linen Dinner Napkins, full bleached, \$1 a dozen.

Extra Size Bleached Huck Towels, 9c each, or \$1 a dozen.

Laces and Their Kindred

Are here in all the variety that the French capital dictates.

The new trimming laces are by no means even similar to those our grandmothers wore. If the new names for the new laces convey anything to you they are as follows: Apinsall, Baby Irish Point Rose, Newest Point Venise and French Irish, in Empire and other effects.

Even in these new Laces you can be economical and start the price at 25c or up to \$4.50 a yard. There is Cohen value throughout the entire lot.

New All-Over Venise Laces are 50c and 75c a yard.

Sleeve Laces, 10c to 25c a yard.

Ordinary Wash Laces from 8c to 10c a yard, wonderful values, too.

The New Garments

All the second floor is ready with its new fall exhibit. The choice style of Paris and London is our acceptance. The dresses here are worth seeing, even though you do not need them now.

New Tailor-made Suits of Blind Cheviot, with tight-fitting, single-breasted coat, lined to waist, new plaited sleeves, shaped collar, skirts are plaited from knee, all shades, \$10.

Tailor Suits with coat 45 inches long—lined plaited all around, skirts have inverted plait at bottom, all the-worsted shades, \$15.

Finely Tailored Suits in all the fashionable shades of gray, ultra long coats with fancy straps and plaits, strictly up-to-date, \$20.

Strictly Man Tailored Suits of hard finished serge, coats 45 inches long, skirts have fancy plaits, blue, black and green, \$25.

Handsome Novelty Suits of Heronstone Panama with fancy design, of blouse, skirts are box-plaited, trimmed to match jacket, all the appearance of \$25 suits, all shades, \$30.

New Cheviot Skirts, 35 stitched plaits forming yoke, \$7.50 values, for \$5.75.

New Broadcloth Skirts in every shade and style, \$5.

Skirts of Thibet in newest designs, \$2.48.

Melton Skirts in all the latest effects, \$1.98.

New Cloth Walking Skirts, well tailored, \$1.

THE NEW BUTTERFLY SKIRT of French Voile, this season's latest fad, also various other styles, \$10.

The new Circular and Flare Skirts of blind cheviot or serge, latest effects, \$8.50; other styles to \$25.

NEW COVERT COATS, 42 inches long, \$5.98.

Covert Jackets, collarless or shaped collars, all the best styles, \$4.50.

New Full Length Kimonos in all the Persian designs, 98c each.

Kimonos of German Flannel in black, blue or red, trimmed with Persian bands, 50c each.

Shirwaists and Sweaters Are Ready

for their new exhibit.

White Waists will be worn all this winter.

The Beautiful Hand-embroidered Waists are the equal to any \$5 waists ever seen; price, \$2.48.

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Embroidery and Lace Trimmed Lawn Waists that you expect to pay \$1.75 for are 98c.

New House Waists for 50c.

Women's Wool Sweaters in all the different colors, \$1.50 and \$1.08.

Children's Sweaters, 50c to 98c.

Special Art Items.

All Linen Tray Covers, drawn thread and stamped, fringed, stamped or plain; price, 10c.

Center Pieces, put up in packages including all the materials necessary for their completion in embroidery; price, 25c and 50c.

The Plans of Welcome at Cohen's New Store.

The merchandise plans are complete, even though the new store in its new phase lacks, as yet, the contemplated additional space. We invite you to

The First Sale of the Season

with the merchandise life of the best that has ever been presented to our Richmond public.

The Silks and New Woolen Fabrics are along the sure lines of the foreign fashion centers, with price inducements that are almost marvelous.

The Second Floor Garment Store has a whole page of news to impart, and the news is from a standpoint of garments that are fashioned on the best lines to all the novel effects for fall and winter wear.

You Are Cordially Invited to Attend

Cohen's Fall Millinery Opening

Wednesday and Thursday, September 27th and 28th.

The exhibition of Parisian Hats is far superior to any that has ever been seen in Richmond.

This will be more than a formal opening—it will be a display of the most beautiful artistic creations of the greatest millinery artists in the world.

Cohen's New Carpet Store.

The largest, most complete and finest line of Carpets ever shown in Virginia. No one in the whole State is justified in buying carpets without first seeing our display, if economy and the amplest choice is desired. More salespeople, more room, more everything that goes to make up a perfect carpet store.

The many exclusive patterns and the exquisite line of Imported Rugs lift this above the ordinary carpet stores, to say nothing of the hundreds of rolls of carpets.

Moravian Smyrna Rugs. The newest duplicate in designs and colorings to the real Persian Rugs made.

3x9 feet, for halls, \$3.50.
 4-12x7-12 feet, for halls or small rooms, \$8.50.

5x8 feet, small carpet size, \$4.75.
 6x9 feet, carpet size, \$6.50.
 9x12 feet, druggist size, \$11.75.

Smyrna Rugs. 30x60 inch, hearth size, \$1.
 Heavy Wool Smyrna, hearth size, \$2.
 1x2 yard size, \$3.25.

4x7 feet, Heavy Wool Smyrna, \$3.95.

9x12 feet Smyrna Druggists, Oriental or floral effects, strictly all wool, \$16.75.

9x12 feet best Wool Smyrnas, \$27.50.

Brussel, Axminster and Wilton Rugs. 9x12 feet Brussels Rugs, Oriental or floral effects, \$13.50, \$15, \$16.50, and \$20.

9x12 feet Axminster Rugs, large lines of floral and Oriental effects, \$22.50, \$25, \$30 and \$35.

Wilton Rugs, 9x12 feet, from

\$21.50 to \$35.

Brussels Ingrain Druggists, new Oriental effects, \$10.

Ingrain Druggists, 9x12 feet, \$4.50.

Carpets. Ingrains for 80c, 45c, 65c and 75c a yard.

Brussels Carpets for 55c, 45c, 75c, 85c and 95c a yard.

Wilton Velvet Carpets from 85c to \$1.50 a yard.

Axminster Carpets from \$1 to \$1.75 a yard.

All in room, hall and stair patterns, with or without borders.

Manufacturers' Sale of Lace Curtains.

Every year the curtain-makers close out all the new season's stock on hand in certain lines before beginning on the next season's work.

Our buyer had the chance and we had the room and the money to take them—the prices were so low because they were sold for cash.

There is from 33-1-3 to 50 per cent. in them for you. Absolutely no duplicates. Don't blame us if you do not get all you need at first.

\$3 Net Curtains. madras weave, Irish point and Brussels effects, full length and width, \$2 a pair.

Heavy Scotch Net Curtains, wide borders, 3-1-2 yards long, 60 inches wide, worth \$2.50, for \$1.50 a pair.

Nottingham Curtains, about ten styles to select from, worth to \$1.75, for 98c a pair.

125 Nottingham Curtains, 85c a pair.

75c Nottingham and Muehlen Curtains, 50c a pair.

Irish Point, Cluny and Renaissance Curtains, 3 and 3-1-2 yards long, value to \$5, for \$2.98 a pair.

Irish Point Curtains, made on best net and hand-work, value to \$7, for \$5 a pair.

10 Irish Point and Renaissance Curtains, \$7.50 a pair.

Rope Curtains, single door size, all colors, 98c each.

Rope Curtains, double door size, made of large size cord, \$5 value, \$3.50 each.

\$25 Silk Armure Portieres, solid color and two-tone effect, \$15 a pair.

Tapestry Portieres, silk finish, heavy tassels fringe, value \$15, for \$4.50 a pair.

Mercerized Portieres, solid color, red and green, 3 yards long, 50 inches wide, \$4.50 value, for \$2.98 a pair.

Curtain Poles, with fixtures complete, 6 feet long, 15c each.

White Cottage Rods, with fixtures, 7c each.

Renaissance Bed Sets, large range of designs, value from \$2.50 to \$20; price, \$1.50 to \$12.50.

The New Men's Department

has holiday prices and some of the most beautiful stuffs.

English Four-in-hands, the large, full \$1 scarfs, in every new effect; choice, 44c.

Hundreds of dozens of 35c and 30c Neckwear, including high dark, black and white; choice of the lot, 25c.

Knit Underwear, White and Colored Shirts, Half Hose and all things for men.

Women's and Misses' Underwear.

All the Munsing Underwear for fall and winter use will be ready on sale Monday.

Also the Helvetia Underwear, in the various grades and styles for women or children.

Besides these two most noted makes of underwear all the rest is ready for your choosing.

Munsing, 50c to \$3 a garment.

Helvetia, 75c to \$1.75 a garment. You can buy Underwear for the a garment in full winter weight.

Sale starts on main floor, left aisle, Monday.

Big Bargains in Women's Hosiery.

Complete stock of Hosiery, with bargain spots that have not been equalled in all the past.

Women's Full Fashioned Black Stockings, fast black and full seamless, 12-1-2c a pair.

100 dozen Women's Black Lace Stockings, 10c a pair.

Women's Pure Silk Stockings, the always \$1.50 quality, in black, white or colors, \$1 a pair.

Misses' and Boys' Heavy 15c Stockings, all sizes, 10c a pair.

These Special Linings are Wonders

35c Imported Black Mercerized Saten, 25c a yard.

35c Black Mercerized Saten, 19c a yard—an extra heavy quality.

150 yards of the Finest 17c to 20c Mercerized Satens, in all colors and black, 12-1-2c a yard.

16-2-3c Silena, extra heavy quality, 10c a yard.

12-1-2c Shadow Silk, a very handsome lining, for 7-8-4c a yard.

A Store of Black and Colored Woolen Dress Fabrics.

Welcome the coming autumn fabrics. They are handsomer than ever before. All the new colorings in the finer fabrics. Our ambition to run dress goods ahead of all stores within your reach has brought the success of a new order.

Colored Goods.

42 and 48 Imported French Broadcloth, all of the newest shades for fall wear, \$1 a yard.

Imported German Broadcloth, 50c-60c and shirtings, 60 inches wide, \$1 a yard.

62-inch Venetian Broadcloth and Prunella, in electric blue, pearl gray and plum, \$1.50 a yard.

62-inch Rungroff Suiting, a very desirable fabric for rain coats, all colors, \$1.50 a yard.

Light German Cashmere, 18 inches wide, a nice material for long coat suits, \$2 a yard.

64-inch German-mannish effects—in the correct shades and patterns to fall, \$1.25 to \$1.80 a yard.

German Cashmere, the most popular light-weight material for fall, 41 inches wide, all colors, 75c a yard.

Bradford's Mohair—plain and fancy—44 inches wide, all colors, \$1 a yard.

35c Imported Mink, nice for lion suits for early fall, 60 inches wide; special, 50c a yard.

A complete line of Cream Goods, such as Mohair, Albatross, Baliste, Voile, Panama, Crepe, Etonne, Cashmere, Serge and Broadcloth, for evening wear, 50c to \$1.50 a yard.

These Are 50c.

French Battiste, 20 inches wide, 56-inch All-wool Albatross.

French and Imperial Serge, Venetian, 30 inches wide.

Scotch Plaids, 35 inches wide, Fancy Mixtures, 38 inches wide, Striped Voiles.

Black Goods.

These Black Goods for sale beginning Monday.

2700 yards All-wool Black Panama, that sold for 90c, at retail the price here is 97-1-2c a yard.

All-wool Mink Cloth, 20 inches wide, the French weave, has been \$1, now 50c a yard.

Scotch Bourette Suiting, par' silk, \$2.25 material, for 98c a yard.

11c, \$1.50 and \$1.75 Black Broadcloth for \$1 a yard.

11c Silk Warp Henrietta, 95c a yard.

Full Double Width Silk and Wool Black Bourette, best \$1.25 value, 80c a yard.

All-wool Black Cashmere, 50c and 75c a yard.

New Beautiful Flannelettes.

Come in designs entirely at variance with any heretofore.

The price for Good Quality Flannelette in pretty designs is 9-3-4c. Double widths are 12-1-2c and 15c.

The Raw Wool Woven Flannelettes are 8-1-2c, the best quality ever sold for the price.

Eiderdowns for bath robes and wrappers, in fancy designs, 25c a yard.

Double Flannel Molekin Flannels in beautiful designs, 10c a yard.

All-wool White Embroidered Flannels, a variety of designs, for 60c a yard.

For this season is a bargain lot to be sold at 5c to 12-1-2c a yard on Monday. Buy them for future use while you may at these prices.

Perhaps Last Call for Embroideries

in White Goods.

2,200 yards English Long Cloth, 7c a yard.

3,500 yards 40-inch Apron Lawn, best 10c and 12-1-2c quality, 8c a yard.

All size Check Nainsooks, usual best 10c quality, 7c.

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Three Big Specials

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3,500 yards 40-inch Apron Lawn, best 10c and 12-1-2c quality, 8c a yard.

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The Bargain Basement Is Ready for Fall Supplies.